CANADIAN MOVING PICTURE
Digest

RAY LEWIS
EDITOR AND
PUBLISHER
FILM BLDG.
277 Victoria St.
TORONTO

THIRTY-THIRD YEAR OF PUBLICATION 1915-48

Vol. 40, No. 34 TORONTO, CANADA December 18th, 1948

Women Wanted

ALTHOUGH E. V. Richards of New Orleans has not told the world through radio, and through his screens, that women are wanted as Movie Managers, nevertheless, his employment of woman as managers of sixty very successful theatres in the Middle South of the U.S. — theatres of which he is director and part-owner with Paramount Pictures, has reached the press through the publication of a story in the American Magazine which was repeated in a condensed form in the November issue of The Reader's Digest, under the title, Madam Movie Manager.

Battle of the Sexes

E. V. Richards is quoted as saying, "Never employ a man where a woman can do the job." Men will not enjoy that remark and women will find it another inspiration in the battle of the sexes, which, between you and me, still goes on under a cloak of the most flattering conciliation and amenities.

Richards believes that woman have a knack of being better able to handle a situation such as a crying child in a theatre. The woman-manager can, in most soothing terms, ask the mother of the crying child if she would not like her to take the child to the Rest Room, an offer which mothers gratefully accept, thereby enabling the mother and the rest of the audience to enjoy the picture.

Richards claims that seventy-five per cent of his movie patrons are women, and recently confirmed his enthusiasm for women managers by marrying one of them.

Started During War

Prior to World War II, Richards had engaged a few women managers for his theatres in small towns, but the big, first-run theatres were strictly under the operation of men managers. When the supply of male employees grew slim during the war years, Richards placed some women managers in his larger houses and hoped for the best.

Richards had often been asked what a woman manager could do with rowdy disturbers, with drunks, about maintaining the necessary decorum and discipline, about filling many requirements incorporated in the job of keeping the theatre efficiently equipped and clean, and about the extra work involved in the sale of confections, including peanuts and popcorn.

He found that, under the management of women, his theatres were better operated than they had ever been; and when the war was over he retained his woman managers.

He discovered that running a theatre was similar for a woman, to running a home, or keeping a family. "Give me a woman who is a good mother, a good house-keeper and a good hostess," said Richards, "and I'll guarantee that she will be a superior theatre manager."

Even Drive-Ins

Five of Richard's drive-in theatres are managed by men, since such theatres must be well policed, but one drive-in, in Jackson, Miss., is managed by a women, a former school principal, Mrs. Volenius Nichols who during the war wore a deputy sheriff's badge, a Sam Browne belt, a gun and a blue shirt, as she patrolled parked cars, and even took liquor away from men in cars — politely, but determinedly, advising them that they could have their liquor back when the show was over. I might add that Mrs. Nichols is not the timid kind, she is rather a husky woman, whom one might, not unflatteringly term, somewhat of an Amazon.

Richards, in his business and instructional talks to his managers, tells them, "Treat your patrons as if they were guests in your home." This is his idea of theatre service and public relations.

Courtesy Test

As an example of theatre courtesy from women managers, Lawrence McCann, who did the story for The American Magazine states, "I toured the circuit of Richards' theatres as a patron, to get the regular treatment. I told one gray-haired ticket taker that I had seen the picture before and wanted my money back. She smiled and called the manager, who returned my money with a kindly, 'Don't apologize. That happens to a lot of people.'

E. V. RICHARDS

"At another theatre I told the receptionist, 'That was a terrible picture, I couldn't understand what it was all about.' She grinned and confided, 'Me too.' I suggested, 'Why didn't you tell me before I bought my ticket?' She chuckled, 'Will you believe it — a lot of people like that stuff.'

Booking of pictures is not done by the women managers, but Richards emphasizes that their reports on the pictures booked are given prime consideration on future bookings. He adds, that prior to his introduction of women-managers, he had trouble in securing competent reports. Men will tell the ticket-seller or the manager that a picture is terrible, but women tell each other and Richards has concluded that

(*Continued on Page* 2)

PUBLISHED BY
CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED
277 VICTORIA STREET . TORONTO

Women Wanted

(*Continued from Page 1*)

when his women patrons do not like a a picture, business is bad.

How To Handle a Drunk

A story is told regarding handling drunks. Mrs. Hilda Taft manages the Strand Theatre seating 1,900, in Shreveport, La., and advises that drunks are stopped before they enter the theatre. "Some men who appear to be sober, become intoxicated when they get into a warm theatre. When a man tries to get a drunk out of a theatre, the drunk is likely to resist. When such a case is reported to me, I quietly ask him if he wouldn't be more comfortable if he went into the lobby for a few minutes, tell him that I will refund his money and when he feels better he can come back. It never fails. Even the toughest drunks will follow the suggestion of a woman."

If a masher annoys a patron and she moves to another seat, and is followed by the masher, the usher generally spots him and the manager suggests to him politely that he evidently has not found a seat to his comfort, and would he like a seat on the other side of the house. The masher generally takes the hint and follows the suggestion offered.

Better Matinee Business

Richards says his women managers have built up matinee business by catering to mothers with children. In some theatres where there is lobby room, a mother can leave her baby in the carriage, watched over by the mother or receptionist, who keeps an eye on the carriage while the mother enjoys the show. Women are more apt to send their children to a theatre where there is a woman manager. Women managers do not object if children stay to see the picture through twice.

Richards accepts only one out of every fifty applicants for training. One out of each five who takes the course, passes the test and gets the job. An intensive two-week course in maintenance follows, and women learn how the air-conditioning system operates, how to take the popcorn machine apart and put it together again, how to tear down a projection machine and put it together again, how to repair film, how to patch and recover seats, how to repair leaks in the canopy over the sidewalk and even to act as nurses in emergencies, by means of a first aid training course.

In Richard's theatres, the young marcelled, glamourous cuties are seen only on the screen; for his theatre management he prefers the older women, the motherly types whom, he believes, do the best work, and grandmothers are included.

Equal Wage Scales

There are approximately nine hundred people in his employ who in the course of their jobs come in contact with patrons. Of this number thirty-five are men, the rest are women. Nearly all of the women are over thirty-five, with former school-teachers predominating. The women receive the same wage scale as that formerly paid to men; in some theatres they draw salaries in excess of that which was formerly paid to the men managers.

It has been said through the ages, "A woman's place is in the home", but when a theatre is a community centre, is this not an enlarged home to which families come for their entertainment, and is the job of theatre manager not one which comes within the rightful sphere of a woman's capability and activity?

—THE EDITOR.

USHER'S AT TORONTO'S DOWNTOWN DRESS AS CONVICTS IN "CANON CITY" STUNT

Manager Martin Simpson got behind the Eagle-Lion (Hollywood) film with a bang-up promotion campaign which netted him important space in all the local dailies, and was instrumental in gaining a second week holdover for the picture at the Downtown, Glendale, Scarboro, and State Theatres, which played the picture day and date. Feature of the campaign was having the ushers wear convict uniforms, with special large buttons on their chests plugging the coming attraction a week in advance of the showing.

Winnipeg News

By J. J. CONKLIN

THE Capitol and Metropolitan Theatres, leading Famous Players' first-run houses in downtown Winnipeg, are making good progress on $105,000 worth of improvements. At the Capitol, the finest projectionist's booth in any theatre in Western Canada has been built, a new cement floor has been laid, new interior lighting and seats installed and new effects incorporated on the wide stage, leaving it ready for television installation. The Met got a new floor, new seats and a new marquee.

* * *

E. A. Retallick, publicity and advertising representative for Famous Players when the late H. M. Thomas was Western Superintendant, passed away, age 63 years. Before leaving Winnipeg ten years ago, he was manager of the Arlington and Uptown Theatres in this city. He went from here to Pontiac, Michigan. He is survived by his wife and two daughters.

* * *

Business is remarkably good at Greater Winnipeg theatres in spite of the heavy Christmas shopping season. "The Best Years of Our Lives" ran four weeks at the Odeon during November, and two week runs to good business were frequent in that month and in October . . . Despite the statistics showing a decrease in double features, the twin bill programs are very popular in Winnipeg outside of the first-run houses . . . Increased business is reported at the Lyceum, leading house in the Western Theatres circuit, and at the Rio, a favorite downtown house. Both are conveniently located and excellently managed by Bill Grey and Sammy Swartz, industry pioneers.

* * *

Mr. Dave Brickman, formerly with Paramount Pictures, but who retired about three or four years ago and has been in the hotel business in Vancouver passed away last week. Death came very quietly in his sleep. He leaves a widow and a daughter. The Film trade will remember Dave Brickman as he was with Paramount close to twenty-five years.

Yvonne DeCarlo To Star In UI's "Western Story"

Yvonne DeCarlo has been assigned the lead in Universal-International's "The Western Story", which is scheduled to go into production in January. This will precede the production of the actress' previously announced "Bagdad", by several months.

"The Western Story", to be filmed in Technicolor, will be produced by Robert Arthur and directed by Frederick DeCordova from William Bowers' original screenplay.

RAY PRESENTS

I HAVE written so much of men in our Industry, mainly because we hear so little of women, except for those who write stories for the screen, some in our publicity departments, a few who have been directors, and several who have co-operated in financing picture production that most of the feminine publicity in our Industry has been about our female stars only. Occasionally we have heard of women managers. We have a few in Canada; but since the E. V. Richards revelation, we know that there are a large number of women managers in the United States, and we are getting an increasing number of women interested in the distribution of motion pictures, either as independents or as producers' representatives.

I still should like to have the pleasure of hearing of a woman manager who has won a Quigley Award for Showmanship, or to receive a Digest showmanship campaign from a woman manager in Canada.

Men, who compile statistical reports and are very strong on polls, tell us that women are the greatest buyers in the world, that women hold the bulk of the wealth, since they are the first beneficiaries of insurance policies and large legacies. They tell us that women are greater gamblers than men, that they like to speculate. And yet I wonder if any woman, having a few million dollars, would take the risk of investing these millions in a can of film.

SINCE the desire for woman is an ancient one, dating back to the Garden of Eden, I have often wondered why clever women provoke an inner resentment within men, why men generally prefer male employees, and why men generally prefer sons to daughters.

It is fortunate that the fixing of the sex of a child is not left to men. That such decision remains in the lap of the gods is probably the reason girls have been born and continue to be born.

Of course, some girls would have to be born, or there would be no sons, and where there has been a scarcity of girls in the good old days of past history, men have raided a neighboring tribe, or city, and kidnapped its girls.

Despite China's ancient civilization and the long reign of a woman as Empress of China, girls were thrown into the river until the missionaries in China began the crusade to save them.

CHINA was not alone in its former attitude towards girls. In many countries, particularly oriental countries, girls were considered a burden, or as a chattel, and many centuries passed before girls were placed in the classification of persons, were permitted educational facilities similar to boys, and admitted into the professions and business.

In respect to education, equal recognition in the professions and participation in business operation, the tardiness of such consideration was not exclusively an oriental delinquency, for the European and American Continents were just as reluctant to give women the franchise, or to receive women on an equal footing with men.

We recently read of two Eastern rulers who divorced their wives, with the explanation offered for such divorcement, that the wives had given birth to daughters only and had not given birth to a son. So even unto this day, gentlemen prefer sons.

IT is good news to learn that Ingrid Bergman in "Joan of Arc" is doing such terrific business at The Victoria, Broadway, New York, where it is playing on a continuous show policy, and that an additional house, The Sutton, will open with "Joan of Arc", running concurrently with the Victoria.

Famous Players Canadian will build a 2,000 seat theatre in Edmonton, Alta., early in 1949. The new theatre will be located on Jasper Ave., between 102nd and 103rd Sts., just West of the present Strand Theatre. The property was acquired several years ago. The Strand, we hear, is scheduled for remodelling.

DURING the meeting of the Maritime Allied Exhibitors, it was reported that certain cities and towns were preparing amusement taxation bills for presentation to the Legislature. Following this, it was reported that the Sackville, N.B. council had already discussed a proposed Amusement Tax. I now learn that Fredericton, the capitol of N.B., and St. John are preparing for a proposed Amusement Tax.

Two new theatres have been added to the Consolidated Theatres Circuit, The Classic, playing French language pictures in Quebec City, and the Passe Temps, in Montreal. France Films has a beautiful new theatre in Quebec City, almost next door to the F-P Capitol. French language pictures are presented.

There are rumours that Famous Players Canadian Corp. will soon acquire some additional Drive-In Theatres in Ontario.

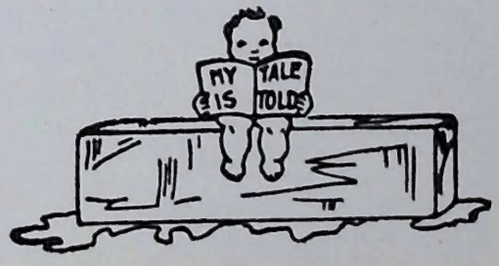
Following the regrettable death of Edgar Kennedy, whom everyone loved and enjoyed upon the screen, RKO is announcing a new Two-Reel Comedy Series — Wally Brown and Jack Kirkwood will star in "Heart Troubles", tentative title. Another two-reeler will be "Newlyweds", followed by another Wally Brown and Kirkwood combination.

THE first Antitrust action, in California, concerning a first run situation was filed by Phil Isley in the U.S. district court. Isley constructed a 1,650 seat house, The Picwood, and was ready to open his theatre, but was unable to secure pictures. He seeks triple damages of $498,000 and claims that his theatre was planned as a first run outlet and that it is larger and more luxurious than most of the local theatres playing first runs. He names major distributors and the Fox-West Coast circuit, alleging that the defendants refused to sell the new Picwood any product on date of his opening first run.

Despite a multiplicity of legal difficulties and reports that business has dropped considerably in the U.S., exhibitors are continuing to build new theatres for, since Oct. 1st of this year, thirty-six theatres have been placed under construction with an additional twenty-three planned.

The cost for all this building will exceed $11-000,000 *and will add approximately* 58,000 *seats.*

Twenty-one of the proposed theatres are in California. The tendency is for a seating capacity of over a thousand.



Toronto and District

By BILL PRESS

PEACE has descended upon one quarter, at least, of the Canadian motion picture business in the announcement from Osgoode Hall, Toronto, that the legal action between Famous Players Canadian Corp. and a group of defendants including Nathan L. Nathanson, Paul Nathanson and Odeon Theatres of Canada Limited has been dismissed without costs on the consent of the parties concerned. The order of dismissal was made by Hon. Gordon D. Conant, K.C., in Master's Chambers when J. H. Stratton appeared for defendants, Paul Nathanson, Canadian Odeon, Quinte Theatre Limited and Wellnia Theatres Limited.

The writ developed when the late N. L. Nathanson broke away from Famous Players Canadian Corp. to establish the Odeon circuit in Canada and the case is understood to have involved the ownership of certain theatres.

A lot has happened since that climax in the Canadian theatre field. N. L. Nathanson departed this life and Paul, his son, has also stepped from the Odeon fold while a number of changes have taken place in the top-drawer personnel of the Odeon company. Even the name has been changed from Odeon Theatres of Canada Limited to Odeon Theatres (Canada) Limited.

* * *

This suit should not be confused with the action by Empire-Universal-Films Limited et al against J. Arthur Rank Organization, United World Pictures Co. Inc. General Cinema Finance Corp. Limited, Universal Pictures Co. Inc., and others. Empire-Universal has brought suit for $1,000 000 *damages for alleged breach of contract in connection with the distribution rights for Canada and Newfoundland for a group of features.*

The latest step in this case occurred last August when an order was issued for the amendment of the original writ of summons in 1947 *on the application of plaintiffs providing the latter paid all the costs of the defendant, Rank.*

* * *

Arch H. Jolley, executive secretary of the MPTA of Ontario, has been advised at his Toronto office of the election of Frank Gallop, manager of the Glebe Theatre, Ottawa, as the president of the association's Eastern Division. Don Watts, manager of the Ottawa Nelson, is the new district secretary.

The Allen's have opened a new house at Kapuskasing called the Strand. A number of prominent show folks from this city trained up north for the opening. Larry's of Toronto did the catering for the accompanying buffet.

The half-built Beth Sholom synagogue held a theatre night last Sunday, showing the old standby "The Cantor's Son" with Moishe Oysher to a packed house. Over 650 people packed the hall, eliminating aisles, and dozens were turned away. Accompanying the movie was a half hour of music by Esther Ghan, young Toronto soprano, and her uncle, Sherman Ghan, blind musician and composer. The show went over so well, that it is planned to make such evenings a regular feature of the synagogue's social activity.

Projectionist on the 16 mm. equipment for the evening was Frank Hall, ex-RCAF photographer, who now works at Christie Street Hospital making movies of operations showing new developments in surgical techniques which are then shipped to other veterans' hospitals all over the world, many of whom have the same facilities; a wonderful method of exchange of scientific information which, it seems, has been in operation for a number of years now.

* * *

The special preview for invited guests of "Hamlet" did not take place at the Odeon-Hyland in conjunction with the opening of the latter theatre in Toronto's North End but at the Odeon-Toronto. The explanation for the unusual switch of locale was that the workmen were busy on the interior of the Hyland and the screening on Sunday there would have interfered with the work.

* * *

The social news of the week was the announcement of the forthcoming marriage of Arthur Gottlieb of Toronto and New York to Gladys Glad, a former queen of the Ziegfeld Follies and wife of the late columnist and movie producer, Mark Hellinger.

ROYAL SOUND MASTER
SOUND EQUIPMENT
The Golden Voice of the Silver Screen
Built for To-Day's
Modern Theatre
To Meet the Demands
of
To-Day's Progressive Exhibitor
IMMEDIATE DELIVERY
WRITE - WIRE - TELEPHONE
PERKINS ELECTRIC
COMPANY LIMITED
277 VICTORIA ST. TORONTO
2027 BLEURY ST. MONTREAL

The Canadian Moving Picture Digest
Entered as Second Class Matter
RAY LEWIS
Editor-In-Chief
PAUL FIRESTONE
Assistant to the Editor
Address all mail to the Publisher
CANADIAN MOVING PICTURE DIGEST COMPANY, LIMITED
277 Victoria Street - Toronto
Telephone: WAverley 4929
Cable: Raydigest
Established 1915. Publication weekly.
Subscription: $5.00 yearly
— Correspondents —
A. L. FAIRWEATHER ..... Saint John, N.B.
J. J. CONKLIN ..... Winnipeg, Man.
BRUCE PEACOCK ..... Regina, Sask.
JACK DROY ..... Vancouver, B.C.
WILL McLAUGHLIN ..... Ottawa, Ont.
BILL PRESS ..... Toronto, Ont.

With all the agitation in Ontario against "medical", sex and brutal films, it is understood that "Street Corner" will not be released in Canada, although it is currently in circulation in the States.

The theme of "Street Corner" is said to deal with what has been described as the oldest profession in the world.

"Drug Addict", a documentary on the dope traffic, is not to be released to the theatres, it is stated. It was made by the National Film Board.

The Ontario Censor Board has "withdrawn" the feature "Rope" which means it will not play the neighborhood theatres in subsequent runs on account of the attendance of a relatively large number of adolescents.

The Ontario Board has given "adult" grading to "Sorry, Wrong Number", "Johnny Belinda", "Larceny" and "Hollow Triumph".

* * *

One of the coming new theatres for Toronto is the University which is being constructed on Bloor Street, west of Bay Street, by Famous Players Canadian Corporation.

The architects for the University are Eric W. Hounsom and A. G. Facey and the general contractor is the Dickie Construction Co. Limited. The theatre will have an expansive facing of stone which will make it an impressive structure. Incidentally, Famous Players recently opened the new Paramount Theatre at Peterborough, with impressive ceremonies, proceeds of the opening night going to underprivileged children.

* * *

Doug Walters, former assistant at the Ace Theatre, Toronto, was made assistant manager to Martin Simpson at the new Downtown Theatre . . . The Biltmore Theatre, New Toronto, suffered a week-end loss of $1,000 when burglers broke into the comparatively new house through a skylight. The police were busy on another burglary when the theatre was entered.

« Prairie News »

By BRUCE PEACOCK

MR. K. M. LEACH, Calgary, was elected president of the Alberta Theatre association at the annual meeting in Calgary. He succeeded Matt Park, formerly of Wetaskiwin, now of Calgary.

Other officers elected were: Doug Miller, of Taber, and Walter P. Wilson, Edmonton, vice-presidents, and Roy Chown of Calgary, re-elected secretary-treasurer.

New directors are: H. G. Stevenson, Lacombe; D. A. Boyle, Macleod; D. C. Fox, Pincher Creek; Lee Brewerton, Raymond; William Pilkie, Jr., Vermilion; Earl Lewis, High River; William Ramsay, Canmore; M. R. Beatty, Red Deer; L. A. Maher, Medicine Hat; J. J. Lieberman, Arnold Entwistle, Walter P. Wilson, all of Edmonton; and Pete Egan, H. A. Cohen and Matt Park, of Calgary.

Col. P. J. A. Fleming, Edmonton, chief of the Alberta censor board, addressed the meeting on censorship problems and the state of the motion picture today.

* * *

A permit for alterations to cost $17,000 *has been issued the Metropolitan Theatre, Regina. The foyer is to be remodelled and a new marquee will be added . . . At Moose Jaw, Sask., a live turkey was nabbed as it entered the Capitol Theatre lobby. The bird had been borrowed by the Kiwanis club to publicize its turkey shoot and escaped while being taken up the main street in a jeep.*

* * *

C. R. Davidson, K.C., Regina, presented a brief on behalf of the Saskatchewan Motion Picture Exhibitors' Association when minimum wage board sittings were held in Regina. No decisions have come down.

The submission asked that theatre operators be classed as an unusual type of business and that they be governed by a special set of minimum wage levels.

Present rates of pay for theatre employees are 50 cents an hour minimum for all except projectionists. The rate is classed as a minimum for cashiers and doormen, and as standard for ushers and usherettes.

Mr. Davidson also asked the board to make representations to authorities not to require theatre operators to give holiday pay to ushers who work for a few hours per day at odd seasons.

It was suggested present minimum wages in theatres were high enough. Many steady employees were paid above the minimum rate and received other benefits such as insurance hospital and health benefits and bonuses.

Theatre patronage was said to be at its maximum at present and theatres had agreed not to raise admission prices at the present time.

TRADE HEADLINES

American Theatres Will Spend $15 Million On Premiums This Year — 2,000 Theatres

●

Wallis' Contract with Paramount Calls For 12 Pictures to Cost $18,000,000

●

Hit Hard By Television, Two Newsreel Theatres Convert To Regular Film Runs

●

American Negotiations To Unfreeze Funds In Italy Break Down On Quota Demand

●

To Try For Tax-Free Theatre Sales In New U.S. Federal Tax Law

●

4,500,000 Members of Parent-Teachers A. In Drive To "Clean Up" Films, Radio, Comic Books

●

Picture Probe In U.K. Seen As Step Toward Nationalization of Industry

●

"Streetcar Named Desire" Just Short Of Million and a Half For First Year

●

Hollywood Production at High Level With Forty-One Films Shooting

●

Warners, RKO Theatres Dicker Video Rights To Sports Events With "Tournament of Champions"

●

Americans Plan Productions in Australia UI Has Definite Plans — Others Interested

●

Film Group Organizes Television Production-Distribution Set-Up

●

Academy of Television Arts and Sciences First Annual Awards Banquet Jan. 25th

●

Paramount Mulls Division Into Two Companies As Answer To Anti-Trust Suit

Associated Screen Releases News Review of Year

Associated Screen Studios is releasing its third successive news review of the year in "Canadian Headlines of 1948". A new and different treatment, employing the Rhapsodic technique, marks this year's release as the first item in the new series of Canadian Cameo short subjects.

Opening sequence of "Canadian Headlines" takes the audience into the cutting room, to see the final stages in assembly of the film. The first item they see in the viewer of the editing machine is MacKenzie King at the microphone; they look back to his recent retirement as leader of the Liberal Party, and then to his retirement as Prime Minister. In quick succession come the Headlines of 1948. From MacKenzie King to Barbara Ann Scott; from the biggest and best Canadian National Exhibition to domestic problems; floods and fires, oilfield and oleomargarine; gridiron champs to Gorgeous George — the serious and the hilarious are all there.

"Canadian Headlines of 1948" marks the revival of all-Canadian productions by Associated Screen Studios, with Gordon Sparling as director. The Canadian Cameo short subjects which took Canada to theatre screens in many parts of the world before the war. New subject matter and new treatment promise to show Canadian production capabilities to advantage in the new series, some of which will be in colour, to be released every six weeks throughout 1948.

« Capital Story »

By WILL McLAUGHLIN

IN his address to members of the Westboro Kiwanis Club, Graeme Fraser, sales manager of Crawley Films, declared that the film industry in Canada, although fairly new, is growing rapidly. "While no feature theatrical film produced in Canada and using Canadian facilities and talent has yet been successful financially, the non-theatrical films are literally a howling success", was the gist of Mr. Fraser's remarks. "These films", he went on, "are of four types — for industrial use, for advertising promotion, for education, and for informational purposes." The guest speaker also stressed that Ottawa itself has a thriving picture industry in Crawley Films, and illustrated his talk by showing two short color films recently produced at the company's studio on Fairmont Avenue.

* * *

The traveling midnight spook show, "Chasms of Spasms", played three engagements here recently and then left for parts unknown. The stage chiller-diller, with "Blood and Thunder" on the screen, was presented for one night at the Centre Theatre, where manager Gord. Beavis charged seekers-after-thrills 75c per person, tax included. Patrons of the Glebe and Elmdale Theatres were treated to the same show — at the same price — on the following two nights.

* * *

Another example of poor judgment in double-feature film booking occurred here recently at the Regent (Famous Players) Theatre. Coupled together were the strictly adult British-made version of Tolstoy's "Anna Karenina", starring Vivien Leigh, and "Night Wind", a juvenile screen piece featuring Flame, the Wonder Dog. This is the sort of show that makes managers lock themselves up in the office rather than meet irate mothers of cinema-going children and teen-agers.

* * *

Managers of theatres operated by Famous Players, Odeon and 20th Century in the Ottawa district are putting on an extensive sales drive for their respective tickets in book form. Advertising campaigns in newspapers, on the screen and in attractive lobby displays all stress popularity of theatre tickets in booklets as a Christmas gift.

* * *

Ottawa showmen will lose one of their best friends when Stan Lewis steps out of the municipal political arena after serving the city as mayor for 13 consecutive years. The retiring Mayor and Mrs. Lewis are great movie fans and rarely miss the premiere of an important picture in the home town.

The Thursday night "sneak previews", recently inaugurated by manager Ernie Warren at the Elgin (20th Century) Theatre, are going over strong with patrons. Ernie follows up the previews with critical quotes selected at large from the audience and run in his current newspaper advertisements.

* * *

Hollywood is going to make another movie based on the Royal Canadian Mounted Police. It will be produced by Max M. King and will be the first of a series telling the story of the "Mounties" and of Canada generally. Mr. King, who hails from St. John, N.B., said in an interview with the local press that he was going to use the "training methods and traditional background responsible for the international renown of the RCMP as the basis of a picture to be called "Scarlet and Gold". The production will be filmed in and around Ottawa next Spring, with a cast selected from Hollywood. Author of the story will be Art Arthur, a native of Toronto.

* * *

Recent "hold-overs" at first-run theatres were "Tap Roots" for a sencond week at the Centre Theatre and "Mr. Blandings Builds His Dream House" at the Capitol. Manager Ray Tubman of the Capitol cooperated with the Murphy-Gamble department store for a well designed display of home furnishings on the mezzanine floor during the run of "Mr. Blandings".

Trans-Canada Showing

Use This Information As Your Guide On Release Dates

TORONTO

BILTMORE
"Four Faces West" with Joel McCrea and Frances Dee. Also "Close-Up" (Int'l), with Alan Baxter and Virginia Gilmore.

DOWNTOWN
"The Spiritualist" (Int'l), with Turhan Bey and Lynn Bari. Also "The Girl from Manhattan" with Dorothy Lamour and George Montgomery.

EGLINTON-TIVOLI
"Return of October" (Col.), with Glenn Ford and Terry Moore.

FAIRLAWN-DANFORTH
"My Sister and I" (EL), with Hazel Court and Dermot Walsh.

IMPERIAL
2nd week. "Johnny Belinda" (WB), with Jane Wyman and Lew Ayres.

LOEW'S
3rd week. "Red River", with John Wayne and Montgomery Clift.

ODEON TORONTO
"Sleeping Car to Trieste" (EL), with Jean Kent and John Dupuis.

SHEA'S
2nd week. "Blood on the Moon" (RKO), with Robert Mitchum and Barbara Bel Geddes.

UPTOWN
"Kiss the Blood Off My Hands" (UI), with Burt Lancaster and Joan Fontaine.

MONTREAL

CAPITOL
2nd week. "Sealed Verdict" (Para.), with Ray Milland and Florence Marly.

IMPERIAL
"Coroner Creek" (Col.), Cinecolor, with Randolph Scott and Marguerite Chapman.

LOEW'S
2nd week. "Luxury Liner" (MGM), Technicolor, with George Brent and Jane Powell.

PALACE
"Good Sam" (RKO), with Gary Cooper and Ann Sheridan.

PRINCESS
3rd week. "The Fuller Brush Man" (Col.), with Red Skelton and Janet Blair.

SAINT JOHN

CAPITOL
"Key Largo" (WB), with Humphrey Bogart and Lauren Bacall.

MAYFAIR
"Desire Me" (MGM), with Greer Garson and Robert Mitchum. Also "Half-Past Midnight" (Fox), with Kent Taylor and Peggy Knudsen.

PARAMOUNT
"Luxury Liner" (MGM), Technicolor, with George Brent and Jane Powell.

STRAND
"Embraceable You" (WB), with Dane Clark and Geraldine Brooks.

WINNIPEG

CAPITOL
"So Evil My Love" (Para.), with Ray Milland and Ann Todd.

GAIETY
4th week. "Good Sam" (RKO), with Gary Cooper and Ann Sheridan.

METROPOLITAN
"Night has a Thousand Eyes" (Para.), with Edward G. Robinson and Gail Russell. Also "While the Sun Shines" with Ronald Howard and Barbara White.

ODEON
"The Time of Your Life" with James Cagney and William Bendix.

CALGARY

CAPITOL
"Sorry, Wrong Number" (Para.), with Barbara Stanwyck and Burt Lancaster.

GRAND
"The Enchanted Valley" (Int'l), Cinecolor, with Alan Curtis and Anne Gwynne.

PALACE
"Deep Waters" (Fox), with Dana Andrews and Jean Peters.

VANCOUVER

CAPITOL
"Julia Misbehaves".. (MGM).. with Greer Garson and Walter Pidgeon.

INTERNATIONAL CINEMA
"Bring 'em Back Alive" (RKO), with Frank Buck. Also "Mystery in Mexico" (RKO), with William Lundigan and Jacqueline White.

ORPHEUM
"Cry of the City" (Fox), with Victor Mature and Richard Conte.

PLAZA
"Blood and Sand" (Fox), with Tyrone Power and Linda Darnell. Also "We Go Fast" with Lynn Bari and Alan Curtis.

STRAND
"Life With Father" (WB), with William Powell and Irene Dunne.

VOGUE
2nd week. "Abbott and Costello Meet Frankenstein" (UI), with Bud Abbott and Lou Costello.

Maritime News

By A. L. FAIRWEATHER

J. MacLAGGAN, manager of the Casino Theatre, Halifax, mapped out an extensive campaign to promote a large attendance at the Casino for "The Barber of Seville", the first of the Grand Opera series distributed by Alliance Films. Musical and French societies have been contacted as well as the Colleges, Conservatory, and Academy of Music and all possible Clubs interested in cultural matters. A large mailing list has been supplied with heralds and radio speakers have promised to give all possible publicity. Halifax is noted for its support of musical events and much interest was shown by all approached in the coming performance.

* * *

The Casino Theatre (Odeon) has a new lobby which is most attractive. Central pillars are encased in mirrors, surrounded by leather seats. The candy bar is fronted with white leather and the walls are done in a pleasing design of dusty pink and blue. A long window box extending right across the lobby will have flowering plants and the deep crimson carpet gives a rich appearance. The Theatre has the blue, pink and buff effect on all walls and is a pretty theatre throughout . . . Another Odeon theatre in Halifax is being renovated, the Oxford, where Leo P. Charleton, manager, will have a completely remodeled office. Painters were busy there when the theatre was visited by your correspondent. The Garrick, also an Odeon house, has been completely remodelled with new seats installed in a new and improved seating plan as well as a candy bar constructed. Howard Binns is manager here.

Visited the Vogue Theatre (Franklin and Herschorn). Peter Herschorn and Mitchell Franklin who happened to be there from Saint John, made your correspondent very welcome. Preparations for the winter in the way of storm doors were being carried on and the up-to-date candy bar and restaurant is much to be admired . . . "Johnny Belinda" showing recently at the Capitol Theatre, Halifax, was immensely popular, the Cape Breton locale proving a great drawing card. It was held over for six days and played to good business right along . . . "Henry V" had a splenidid showing at the Malcolm Walker Theatre at Armadale, N.S., playing to three days of good business. The theatre is called The Armview, a most appropriate name, situated as it is on the north west Arm of the sea near Halifax, N.S.

* * *

Elected for a second term at an annual meeting of the Shaarei Zedec congregation, Joshua Lieberman was made president. Mr. Lieberman's picture was published in the Saint John Daily newspapers. Since his residence in Saint John, Mr. Lieberman has taken a prominent part in all religious and community affairs. He is a partner with Michael Bernstein, in the B & L Theatres . . . The N.S. Board of Censors, of which Mr. S. Doanne is chairman, has moved its quarters from the upper floor of the Casino Theatre to the Dennis Building on Granville Street, Halifax. Mr. Doanne is highly pleased with the change as the rooms are far more spacious and the location more central.

Vancouver News

By JACK DROY

THE Famous Players B.C. Managers' annual ball at the Commodore Supper Club last Sunday, was as usual, the highlight of the year. The F-P boys certainly know how to throw a party. Norman Duncan of the Cinema as production manager really put on a tip-top floor show. In fact all the F-P boys are to be congratulated on the affair.

* * *

At the F-P convention here, the Theatre Confections department stole the show and put their products over in a big way. The two Fitzgibbons boys, Jack and Kevin, really know how to put over their ideas to the theatre managers.

* * *

Charles Marshall, B.C. regional supervisor for the National Film Board is off to Ottawa for a long stay. Pinch-hitting for Marshall here is Al Perry, who is the Assistant Regional Supervisor for the district.

New films arriving here attracted only average crowds for their openings, and week-end business failed to make up for the slump. As a result, several box office figures are below standard this week. First-run theatre managers are blaming the lack of major films, and the worst week's weather for many years, with snow and lots of rain. Hockey also a headache. Best were "Abbott and Costello Meet Frankenstein" at the Vogue on its second week, and a holdover of "Forever Amber" at the Strand. A pair of corny pictures "Will It Happen Again" and "The Argyle Secrets" at Paradise did all right.

* * *

The British Columbia Censor Board placed "Adult Entertainment Only" on the films: "Cry of The City" "Rope" "Lulu Belle", "Mourning Becomes Electra" and "Secret Service Investigator". Theatres now have to watch their twin bills closely, as juveniles are denied admission if one picture is labeled "Adult Entertainment Only". It's also a problem to cashiers who have to do a lot of guessing of kiddies ages.

* * *

Lloyd Muir, RKO publicity man, is one of a five man committee which may eventually bring Vancouver a sports round-table along the lines of the well-known Spokane Round Table. Also on the committee are three Vancouver sports writers.

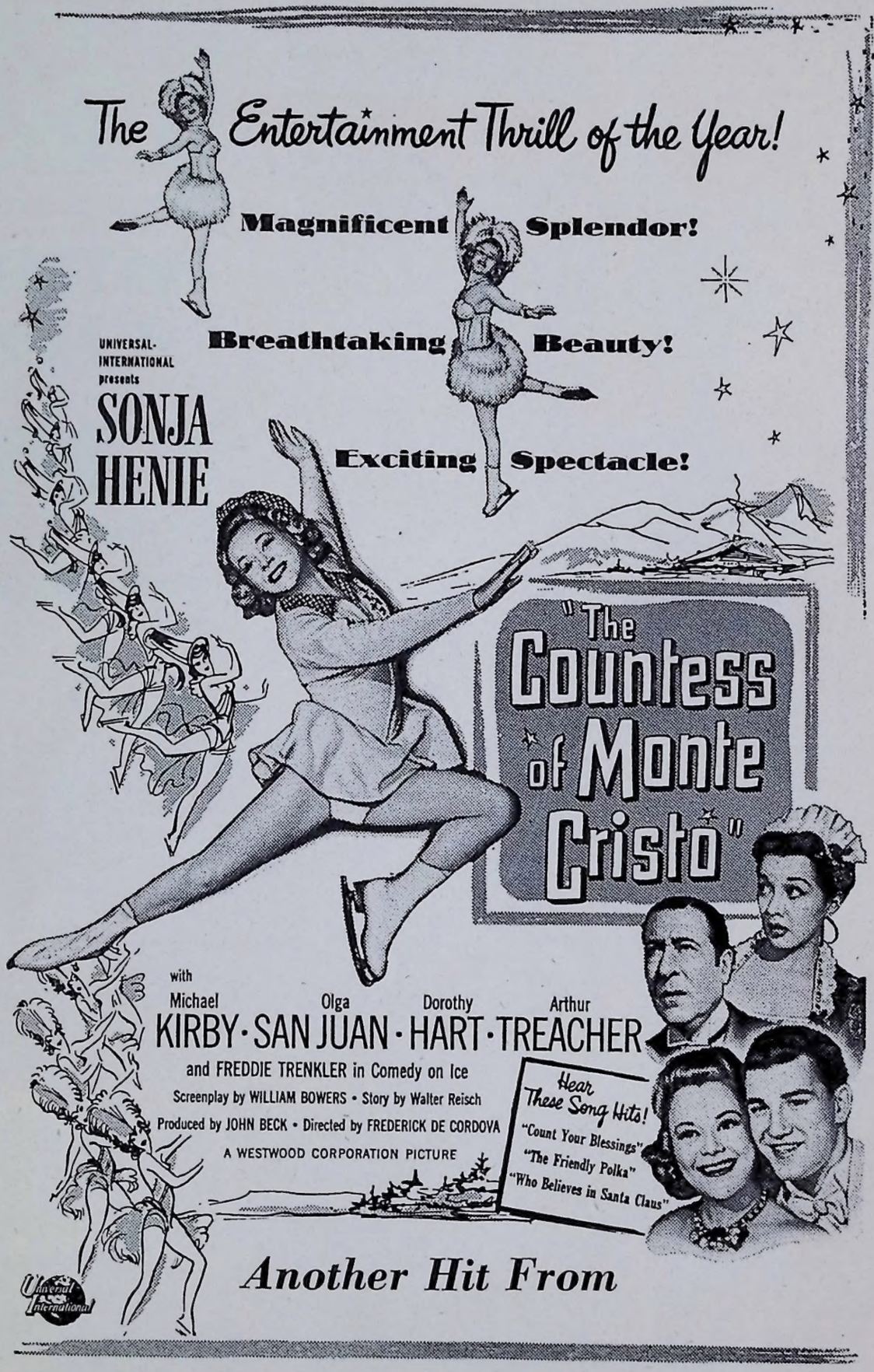
* * *

Larry New, former Famous Players Theatre manager, is now the Fraser Valley zone manager of West Coast Insulation Ltd., with headquarters at Abbotsford. Biz tops says Larry . . . Sovereign Films here have increased their staff, new addition being Irene McIntosh, steno. Freddy Stone, manager of Sovereign Films, has been on the sick list for the past 10 days with bronchial trouble. Now back on the job.

NFB
The New
CANADA CARRIES ON
RELEASE FOR
DECEMBER
"PAY-OFF IN PAIN"
A NATIONAL FILM BOARD PRODUCTION
Distributed by
COLUMBIA PICTURES

James Sturgess President Local 173, IATSE

In elections held recently for the 1949 executive of Toronto Local 173, I.A.T.S.E., the following were returned to head the union: James Sturgess, President; Harry Jarmain, Vice-President; George Jones, Sec.-Treas.; Pat Travers, Rec.-Sec.; and R. Jenk'ns, A. Pura, E. Shields, G. Demery, constitute the Executive Board.


The Entertainment Thrill of the Year!
Magnificent Splendor!
Breathtaking Beauty!
Exciting Spectacle!
UNIVERSAL-INTERNATIONAL presents
SONJA HENIE
"The Countess of Monte Cristo"
with
Michael KIRBY · Olga SAN JUAN · Dorothy HART · Arthur TREACHER
and FREDDIE TRENKLER in Comedy on Ice
Screenplay by WILLIAM BOWERS • Story by Walter Reisch
Produced by JOHN BECK • Directed by FREDERICK DE CORDOVA
A WESTWOOD CORPORATION PICTURE
Hear These Song Hits!
"Count Your Blessings"
"The Friendly Polka"
"Who Believes in Santa Claus"
Another Hit From
Universal International

Empire-Universal Films Ltd.